

# Jenny Brennan

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## EDUCATION

University of Oxford  
BA Politics, Philosophy and Economics 2015  
Upper Second Class Honours

## EXPERIENCE

30 Digit - Founder & Web Developer 2008 - Current

- › Founded, aged 14, to meet local need for affordable, bespoke website design, communicated in a style understandable to non-technical clients
- › Successfully pitch to potential clients and develop strong business relationships
- › Design and build websites in HTML, CSS, JavaScript and PHP (self-taught)
- › Graphic and logo design, illustration and photo editing, with Adobe Illustrator, InDesign and Photoshop

Code Kingdoms - UX & Front End Developer Sep 2015 - Jan 2016

- › Lead website development, with team of three developers, from wireframes through to finished product
- › Worked with educational specialists to build an educational attainment logging system into our product
- › Implemented an extensive UI acceptance test suite of the Code Kingdoms editor and website using NightmareJS
- › Researched and designed new branding for first home market product
- › Hired new User Acquisition Lead, refining recruitment process, contacting over 80 individuals, organising and performing interviews, with my process now being used to hire two further roles
- › Presented and wrote scripts for video tutorials to teach JavaScript and Java to children and young people

Hubble - Marketing Manager Jul 2014 - Sep 2014

- › Managed all social media and advertising platforms, increasing Twitter engagement by 112%
- › Created new 'premium' package product for top level clients, which resulted in exclusive contract with largest office space client
- › Took over as lead for largest new client generating 7 leads in first two hours of launch of their bespoke page

80,000 Hours - Brand Manager Jul 2013 - Oct 2013

- › Project managed team of four, including two professional designers, to carry out a complete rebrand in just two months, including website redevelopment
- › Ran feedback with international focus groups and information sessions on rebranding for staff and volunteers
- › Secured and produced digital adverts for display in London with 1 million footfall at no cost to the charity

The Therapeutic Media Company - Communications Officer 2012 - 2013

- › Developed social media strategy for NHS Trust client
- › Wrote Dementia Friendly Bath campaign proposal that was adopted by B&NES council and industry partners
- › Sole responsibility for designing and delivering training for healthcare and business administration staff in social media and communications

Channel 4 - 4Talent Youth Advisory Panel Member 2010 - 2012

- › One of five people (aged 16-25) chosen to form a national panel to advise on, shape and contribute to Channel 4's programmes for helping young talent into the media industry regardless of background
- › Planned, represented and spoke for 4Talent at events with industry professionals

## PROJECTS

Codelaborate

- › Co-founded to help self-taught coders at university meet, learn from each other and work on projects
- › Secured sponsorship from Entrepreneur First, GoCardless, OpenSignal, Decoded and Playfair Capital and a partnership with Codecademy
- › Organised weekly meetups and a larger careers panel event with Facebook, Google, Entrepreneur First and GoCardless which had over 100 attendees

Code First: Girls - Instructor

One of three instructors for a class of 45 women aged 19-30 with little to no coding experience, covering HTML, CSS, GitHub, Bootstrap and JQuery to build their first websites in six, weekly sessions (Autumn/Winter 2015, tbc Lead Instructor, Spring 2016).

Global Shaper - World Economic Forum

Named a Global shaper by the World Economic Forum in 2014.

Giving What We Can: Oxford Vice President

Developed and implemented the 'Big Match' campaign publicity plan that raised over £24,000 for the Against Malaria Foundation in three weeks.

Drums and percussion

Played professionally with swing, jazz and folk groups; composed drum score for new musical A Theory of Justice: The Musical in 2013.